



Missouri Travel Barometer
May 2014 Report
(Data available as of 6/10/14)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. The main goal of this report is to answer the question, "How is tourism doing statewide?" The barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health. The *Missouri Travel Barometer* is updated on a monthly basis. Our industry is notified via *The Monitor* (the MDT industry eNewsletter) as each new report becomes available -- go to www.VisitMO.com/industry to subscribe.

May Report Highlights

Lodging Statistics: 2014 Calendar Year to Date through April

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has performed well in revenue and demand, while other states are showing higher growth in occupancy.

Missouri Lodging:

- Demand up 4.6%
- Occupancy up 5.2%
- ADR up 4.1%
- RevPAR up 9.5%

SIC Tourism business sales and tax collections: 2014 Calendar Year to Date through March

- A 2.9% increase (\$72.8 million) in sales revenue is indicated from preliminary reports on tourism's 17 SICs for January through March 2014 over the same period in 2013.

Website Visits: 2014 Calendar Year to Date through May

- Total web visits (main site and mobile visits combined) were up 30.31% for May CYTD compared to the same period in 2013
- Total web visits (main site and mobile visits combined) were up 22.97% for May 2014 compared to May 2013.

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2014 Calendar Year to Date through May

- 40,329 for 2014 CYTD – an decrease of 58.6% due to an one time addition of 61K Conservationist leads in April 2013
- Without the Conservationist leads last year, would have a 1.4% increase for 2014 CYTD

Welcome Center visits: 2014 Calendar Year to date through May

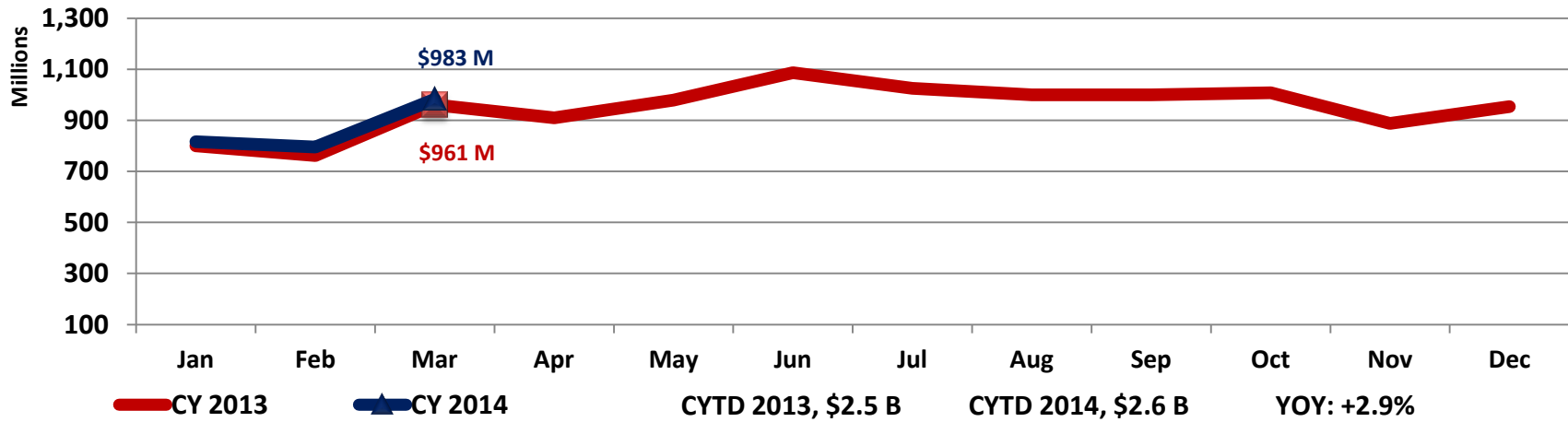
- On direct comparison for CY 2014 the centers are down 6.1% for May CYTD compared to the same period in 2013.
- With the new Conway centers added for 2014 only, centers are up 14.4% (Conway counts N/A for 2013).

All commercial airport deplanements: 2014 Calendar Year to Date

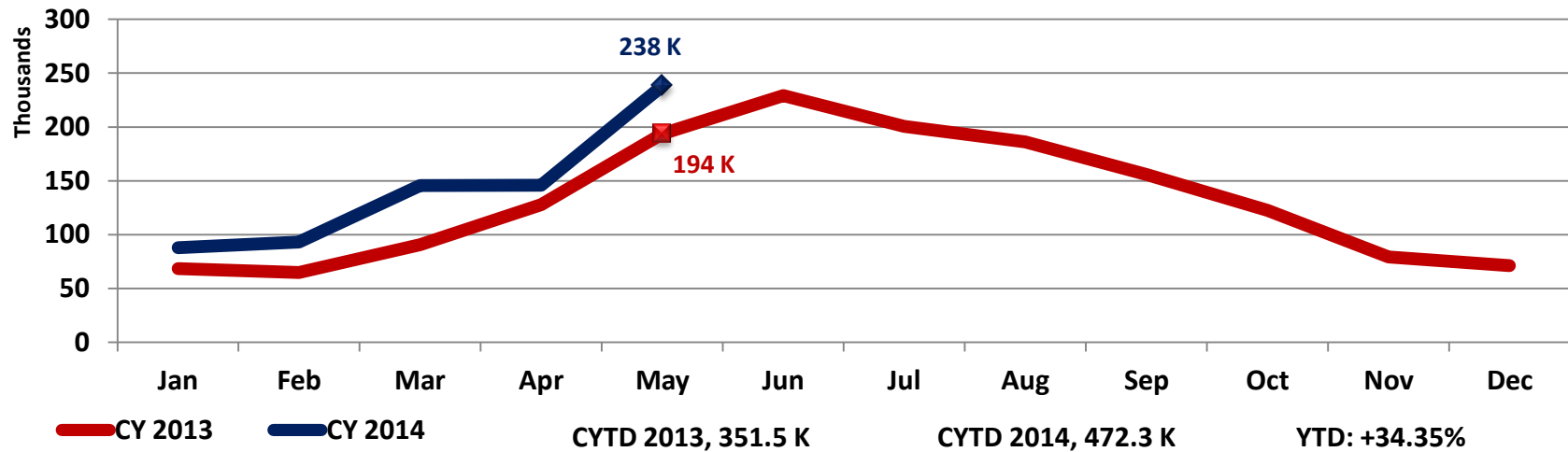
- KC up 2.4% for Jan-April 2014 CYTD
- St. Louis down 4.1% for Jan-March 2014 CYTD
- All others up 11.7% for Jan-Feb 2014 compared to Jan-Feb 2013 (latest statistics available from DOT on 6/09/14)

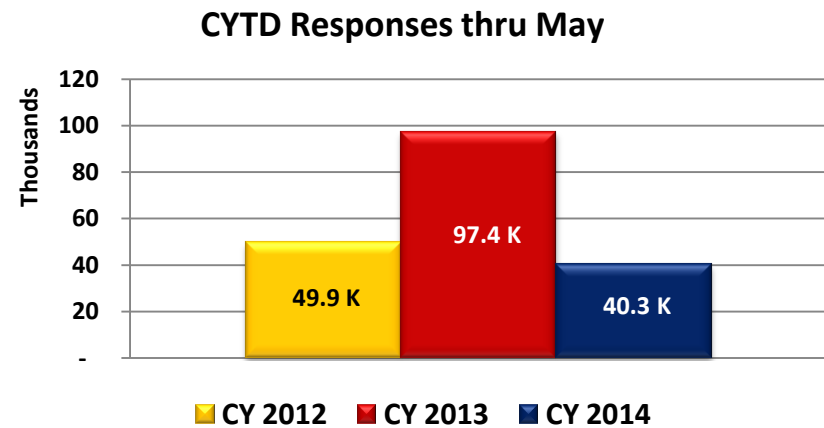
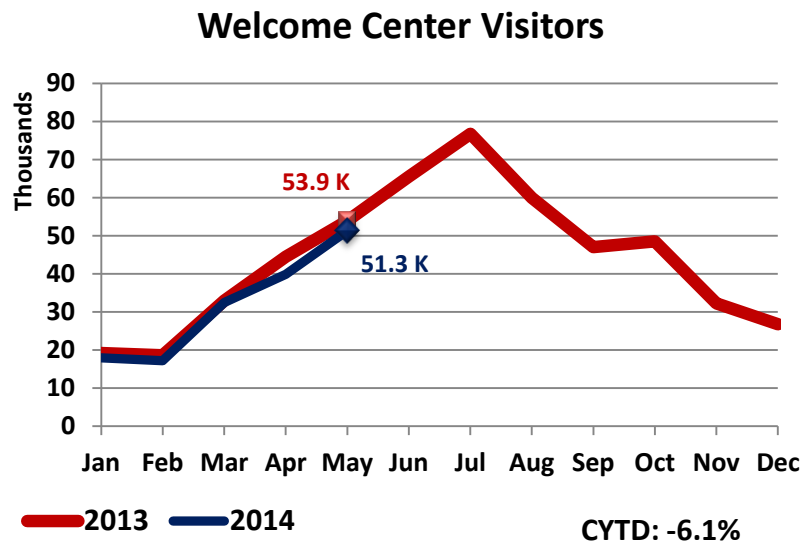
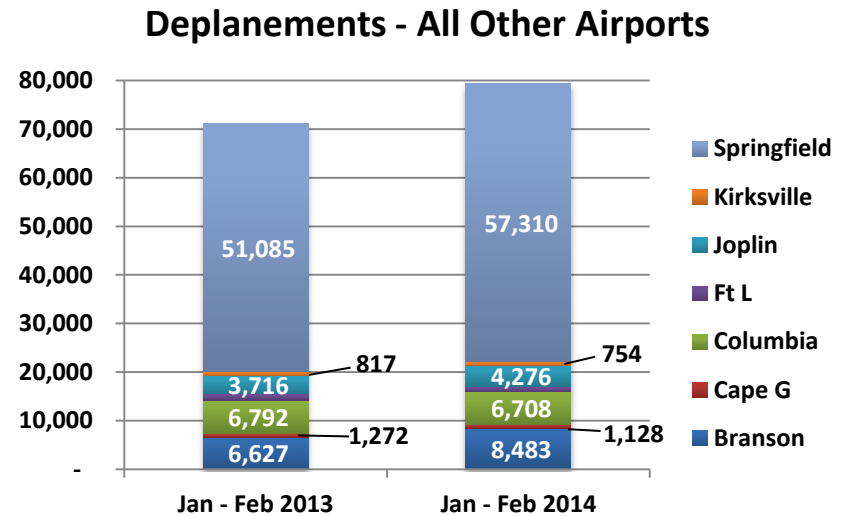
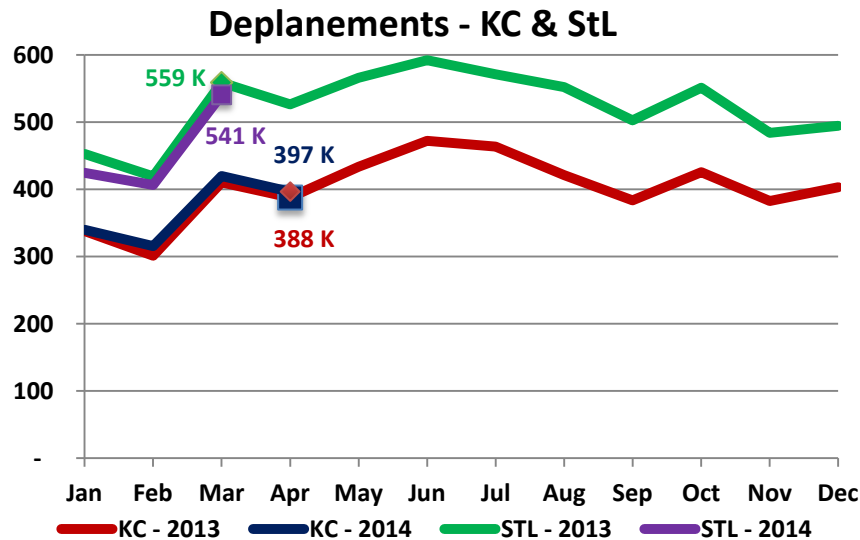
Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, and Smith Travel Research (STR, INC.) Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Sales Revenue from 17 Tourism SICs



Total Web Visits





Responses are requests for information including calls, web orders, RSL, mail, & lead generation programs.